💎 Bobby Diamond

Product Designer

EXPERIENCE

Senior Product Designer
Non-Disclosure | EdTech SaaS - Contractor

Feb 2024 to present - US based company (remote)
- Leading features design end to end.

Lead Product Designer
Zoomforth | SaaS - websites building web app

Jun 2022 to Nov 2023 - 1 yr 6 mos, US based company (remote)
- Led and improved the PD team defining each step of the design process.
- Gave direction to Jr. Product Designers
- Updated the design system with help of the design and development team.
- Researched, designed, reviewed and delivered several features. Most of them as an individual contributor and guiding other designers in their process.
- Updated an existing design system.

Sr. Product Designer
Non-Disclosure | Fintech - BNPL mobile app

Oct 2021 to Jun 2022 - 9 mos, US based company (remote)
- Led a major product iteration that changed the product goal by 100%.
- Prioritized Product Roadmap leveraging stakeholders needs and priorities.
- Conducted research to improve new features.
- Integrated the end-to-end product design process into a cross-functional team.
- Managed and maintained the design system.

Sr. Product Designer
Swap | Fintech - P2P payments mobile and B2B desktop app

Mar 2019 to Oct 2021 - 2 yr 8 mos, Mexico (remote)
- Integrated the end-to-end product design process into a cross-functional team.
- Defined the design system from a UI library.
- Delivered several complex features such as: in app chat with payments features, native iOS keyboard.
- Prioritized Product Roadmap leveraging stakeholders needs and priorities.
- Led the delivery of CNBV compliance needs as a PM, prioritizing the backlog while implemented several improvements to major user flows.
- Led the KYC definition and implementation process minimizing fraud by 90%.

Jr. Product Designer
Near BPO | Nearshore - in house and client web apps

May 2016 to Feb 2019 - 2 yr 9 mos, Mexico
- Managed the design research, understanding and delivery of digital products (for local and foreign clients): CMR, HR, POS, E-commerce, Accounting Administration and data dashboards.

FREELANCES

Tipsteros
Sports predictions mobile app

2021 - Mexico
- Sport bets predictions app.
- Led from idea to mobile stores publishing.

Bit It Rain
Crypto to cash web app

2018 - Mexico
- Led from idea to web app publishing.
- Crypto web app that received ~$500K MXN yearly in transactions.

Shelf
Book Community mobile app

2022 - US based client
- Led UI from scratch
- Improved UX
- Successfully delivered +60 screens for 35 flows.

Dish
Mexican Internet Provider

2021 - Mexico
- Led the UX redesign of the overall website (user and business facing).

SIDE BUSINESS

Remote STR manager
2 owned short term rental properties (really proud of them)

Jan 2023 to present - Oaxaca, Mexico
- Way different markets; one acquired pre-built while the other was developed from the ground up (defined concept and oversaw the construction and design process).
- Conducted thorough market research: Analyzed housing market trends, assessed property and land values while evaluating amenities.
- Made extensive interior and amenities design decisions: Managed the selection color schemes, lighting fixtures, and layout configurations to increase value
- Achieved annual profit margin of 20%. Strategizing to increase it to 25ish%.

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🇲🇽 México

Industry Knowledge
+7 years of experience as PD
Full ownership
Autonomous work
Product strategy collaboration
Triad collaboration (PM, PD & Tech)
Critical Thinking
Collaborative work
Problem Discovery
User Interface (UI)
User Experience (UX)
Wireframing
Prototyping

Tools & Technologies
Figma, Sketch, Invision, UX Cam, Hotjar, Google Analytics, Amplitude, Agile, Scrum

Other Skills
HTML, CSS, JS, jQuery, advertising (art direction), branding, visual design

Languages
Spanish (native)
English (C2 - proficiency)

Social
www.linkedin.com/in/hardcorebobbyd

Education
Bootcamp in Front & Back End Dev.F.
2015 - Mexico

Portfolio Program in Art Direction @ Miami Ad School
2012 to 2014 - Mexico and Germany

Bachelor's in Communication CUC
2008 to 2011 - Mexico